

July 29, 2010
Approved Meeting Minutes
Beaver Meadow Golf Advisory Committee

Members Present:

Chris Mulleavey, Chair
Jim Marshall
Betty Hoadley
Mark Coen
Vera Buck
Charles Vanasdalan
Bernard "Sid" Chase
Ed Deshaies
David Gill
Bob Vachon

Members Absent:

Roger Jobin
David Croft
Jennifer Kretovic
Fran Hunt
Dick Holden

Others Attending:

Phil Bilodeau
Chris Jacques

A call to Order

5 Minutes of Public Input

None

Chris asks if there is a motion to approve the Draft minutes from the July 1, 2010 meeting or any questions about the minutes

Mark moves approval of the minutes from the July 1, 2010 Meeting.

Betty seconds the motion.

Motion Carries 7-0

Old Business

FUTURES

Chris asks Staff for feedback regarding the The Tour Event

Phil Reports the Event was a success from the City's perspective. The Course held up and played well. The City was paid in advance.

Ed comments that, internally, the operations was different, the new group running the event was a little "green". There was no noticeable difference for the spectators or general public. Attendance seemed to be down from what staff observed of parking usage.

Ed reports that Sarah did not do well financially.

Ed feels it is not necessary to close course on Monday FUTURES Week Committee members report positive feedback and comments from players. A \$2500 contribution was made to the Concord Rotary

Chris asks if there was a debrief following the event

Phil answers no, but staff hopes to meet at some point with organizers to discuss moving forward. Ed says that he has been invited by NEDD to discuss the event.

The persistent rumor on Sunday was that the event would not happen in 2011.

There are reports that the Speedway was not happy with the return on their investment/sponsorship.

NEDD appears to be interested in being involved again

Rotary was happy and interested in being involved next year.

The volunteers were happy

Some disappointment with cost of Pro Am and quality of experience, meal, gifts etc.

Important to note that while the entire experience of the Pro Am and the three day tournament reflect on Beaver Meadow, most of the negatives involved operations which the City did not control.

Chris asks Staff if The City wants event to return

Staff answers "Yes"

Mark shares NEDD two levels of worry

1) Sponsorship Dollars

2) Organizational Management

REVENUE FY10

Sid reports that Golf Course did not make its projected number of permits. The biggest shortfall being Family Resident permits.

Green Fee revenue was \$7,500 dollars short of projection due to lost Outing Revenue. One outing that was budgeted moves every year and staff didn't account for that. Another outing folded and is using a different fundraising approach, other outings have shrunk. The good news is that the projection model of averaging the last two years attendance proved valid. Daily fee attendance has been strong.

Range \$1,700 short probably due to early opening of Golf Course

Carts exceeded projection by \$3,400

Have endured aggressive competition from Canterbury

Final numbers will be available after the City meets with auditors in the fall

ACH 2010-2011

Committee discusses ACH for 2011 Permit

Topics Discussed

2010 rate for 2011 participants

Makes it more attractive and easier for staff

Lessens blow of increase in current economy

Need to Balance revenue with needs of course for improvements

and operations

This part of ACH added at the last minute last year to entice participation.

Last year there were complaints that we wouldn't accept full payment in fall to lock in 2009 Rate

Resentment for paying a higher rate for non-participants

BMGC only course offering it

The need to keep all payments in 1 fiscal year

Convenience

Tool to make Golf more affordable

Refunds

Convenience

Won't be attractive to everyone no matter what the incentive

Cancellation Fee

8 Payments v 10 Payments

Rates

Recent rate increases and absence thereof

Staff makes yearly Market Study

Suggestion to set rates earlier

Eliminate resident non-resident differential

Mid-Season Permit?

No Action is taken leaving it to staff institute 2011 program

Mark Hands out copy of FY11 Budget for Golf

LWCF

Funds to be available spring 2011 if our project is accepted

Ditch on 14

Attempted in June, too wet, will do in fall when ground firms up

8 and 15 Forward Tees

To be completed in the fall

Mayor Bouley

Mayor Bouley explains Bill in US Senate to fund LWCF and encourages Committee Members to contact Senators Gregg and Shaheen to voice there opinion

New Business

Family T program

Golf Course is offering a new program for beginner golfers. Assistant Pro Matt Delois worked with Sid to create a PGA Short Course for beginners. Developed for Juniors, the program gives young and old alike an opportunity to play a shorter course at a reduced price, \$20. Staff painted some orange tee markers and Matt determined where to place them, generally less than 150 yards from green. This allows beginners to avoid the pressure of the first tee and moves them much closer to the green. The program runs starting at 4 PM Saturdays and Sundays through August. It will be posted on the web and advertised in the Concord Monitor

Chris asks if there is a motion to adjourn.

Charles so Moves.

Jim Seconds,

Motion Carries. 6-0

Meeting is set for September 9, 2010

7:30 AM

Beaver Meadow Clubhouse

Agenda:

Public Input

Approval of Minutes

Old Business

Meeting Adjourned.